



KNXV

ORDER

Print Date 10/30/12

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Flight Dates **10/30/12-11/05/12**

Contract / Revision **315554 /**

Original Date / Revision
10/22/12 10/30/12

Advertiser **Carmona / Democrat / US Se**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Carmona for Arizona

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:10:00

Estimate # **2146**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo	100%		
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Tanya Winscott	%		
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Order Share 20% Market Value 135625

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	27125
KPNX	20%	27125
KPPX	%	0
KSAZ	20%	27125
KTVK	20%	27125
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	19	\$23,056.25	\$27,125.00	0.00
Totals	19	\$23,056.25	\$27,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	19	\$23,056.25	\$27,125.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/30/12	11/02/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	2	\$75.00	P-6	0.00 NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			2		\$75.00		0.00			
E 2	KNXV	10/30/12	11/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			2		\$150.00		0.00			
E 3	KNXV	10/30/12	11/02/12		CM	7am-9am	- TWTF - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00



KNXV

Print Date: 10/30/12

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Contract / Revision **315554** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/30/12

Order Sep 00:10:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **2146**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					2	\$150.00		0.00			
E 5	KNXV	10/30/12	11/02/12	M-F 430-5am M-F 430am News	CM	430-5am	- TWTF - -	:30	2	\$25.00	P-6	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					2	\$25.00		0.00			
E 6	KNXV	11/04/12	11/04/12	Su GMA Su 6-7am Good Morning ,	CM	6am-7am	- - - - - S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$225.00		0.00			
E 7	KNXV	10/30/12	11/02/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$500.00		0.00			
E 8	KNXV	10/30/12	11/02/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	- TWTF - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$150.00		0.00			
E 9	KNXV	10/30/12	11/02/12	M-F 3pm-4pm Katie	CM	3pm-4pm	- TWTF - -	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$300.00		0.00			
E 10	KNXV	10/30/12	11/02/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$750.00		0.00			
E 11	KNXV	11/05/12	11/05/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M- - - - -	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00
		Rate revised from \$5500 due to LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$5,000.00		0.00			
E 13	KNXV	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	Various	- - - - - S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-					1	\$3,000.00		0.00			
E 14	KNXV	11/04/12	11/04/12	Sunday Prime C Sunday Prime C	CM	8pm-9pm	- - - - - S	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$7,500.00		0.00			
E 16	KNXV	10/30/12	11/02/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					2	\$200.00		0.00			
N 17	KNXV	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M- - - - -	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$8,500.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 19 \$27,125.00